

FIGURE 1

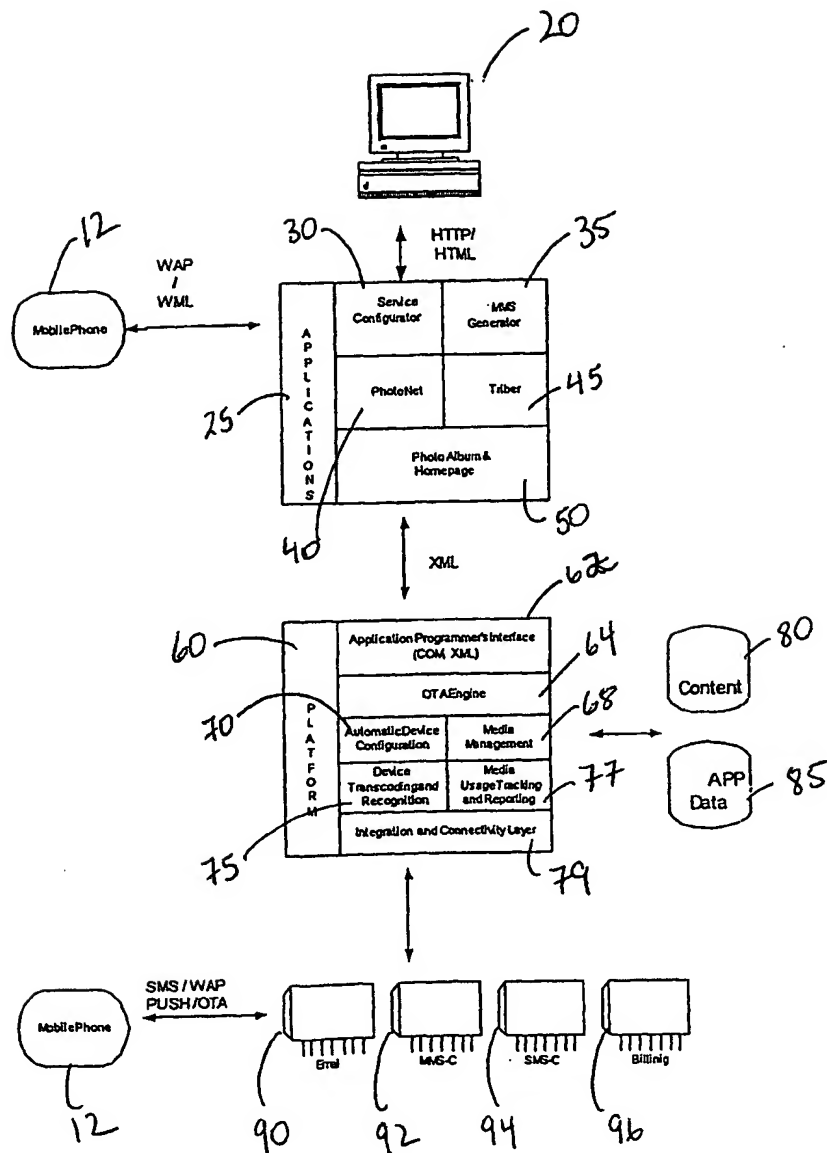


FIGURE 2

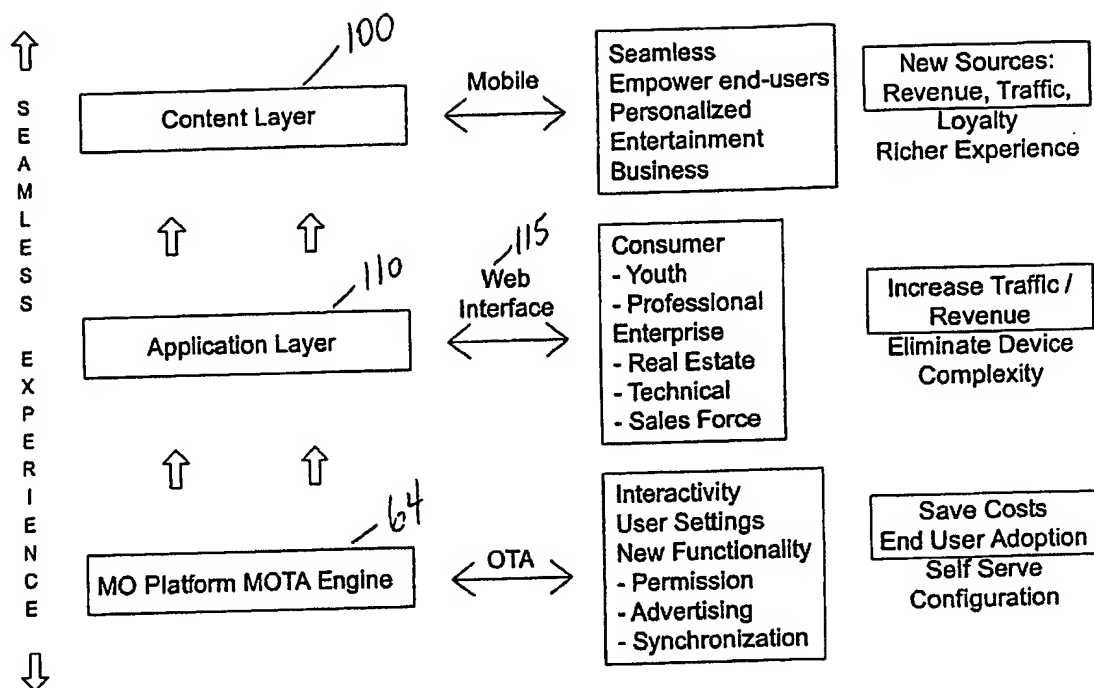


FIGURE 3

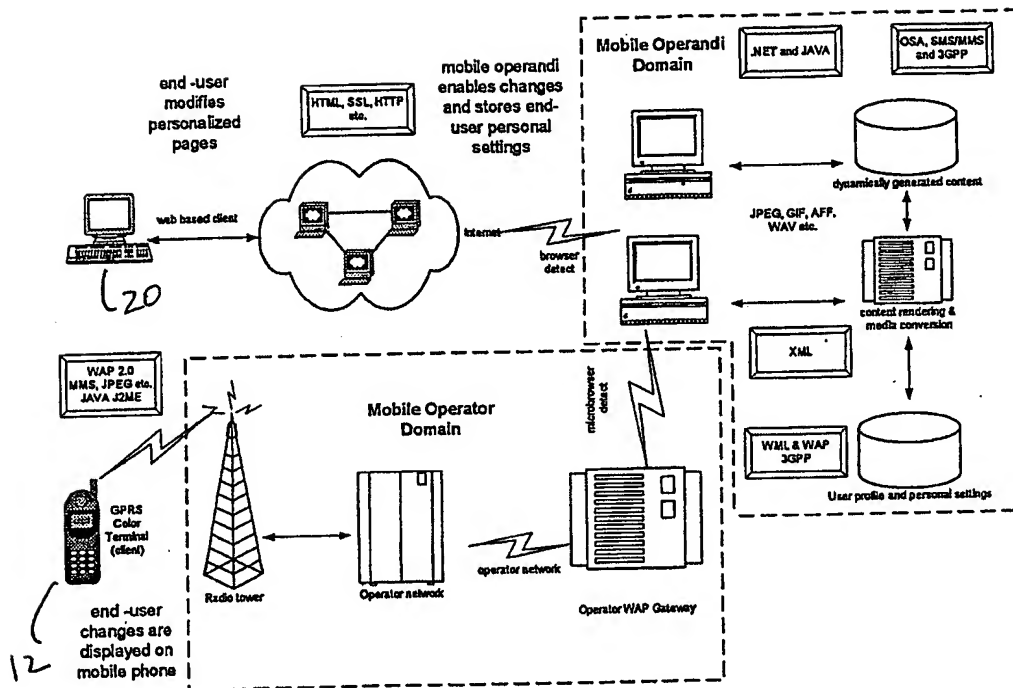


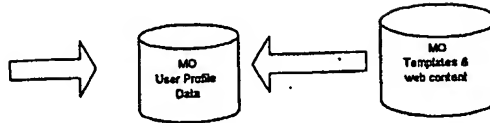
FIGURE 4

Step 1 User Initialization

Name:
Mobile Phone number:
Mobile Phone Model:
MO Type:
Operator name:
Operator Service Plan:
Billing Information:

1. User data is captured either by Mobile Operator or from MO website

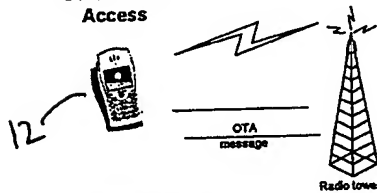
Mobile Operandi's Unique Approach



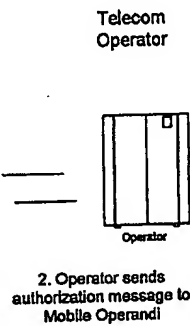
2. User data is stored in User Profile/Preferences database

3. The initial user default preferences are automatically entered and stored in User Profile/Preferences database

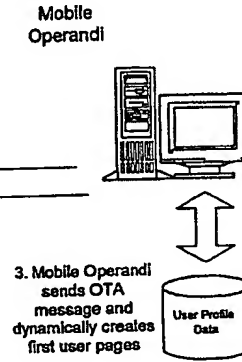
Step 2 User's First Access



1. User activates mobile phone through operator

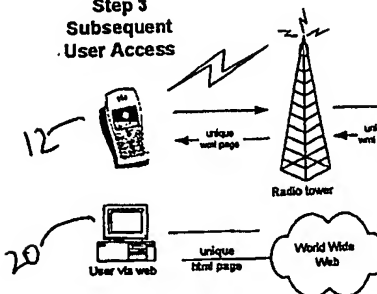


2. Operator sends authorization message to Mobile Operandi

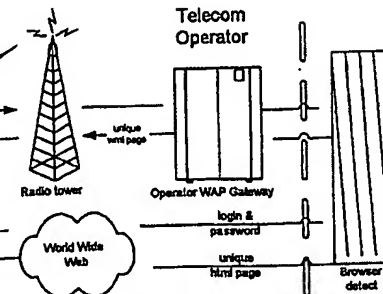


3. Mobile Operandi sends OTA message and dynamically creates first user pages

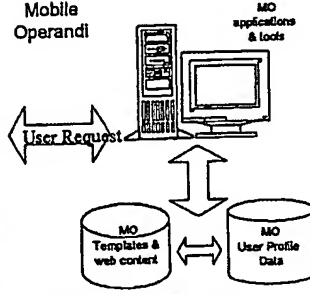
Step 3 Subsequent User Access



1. User accesses MO via wireless or web to add/modify unique preferences

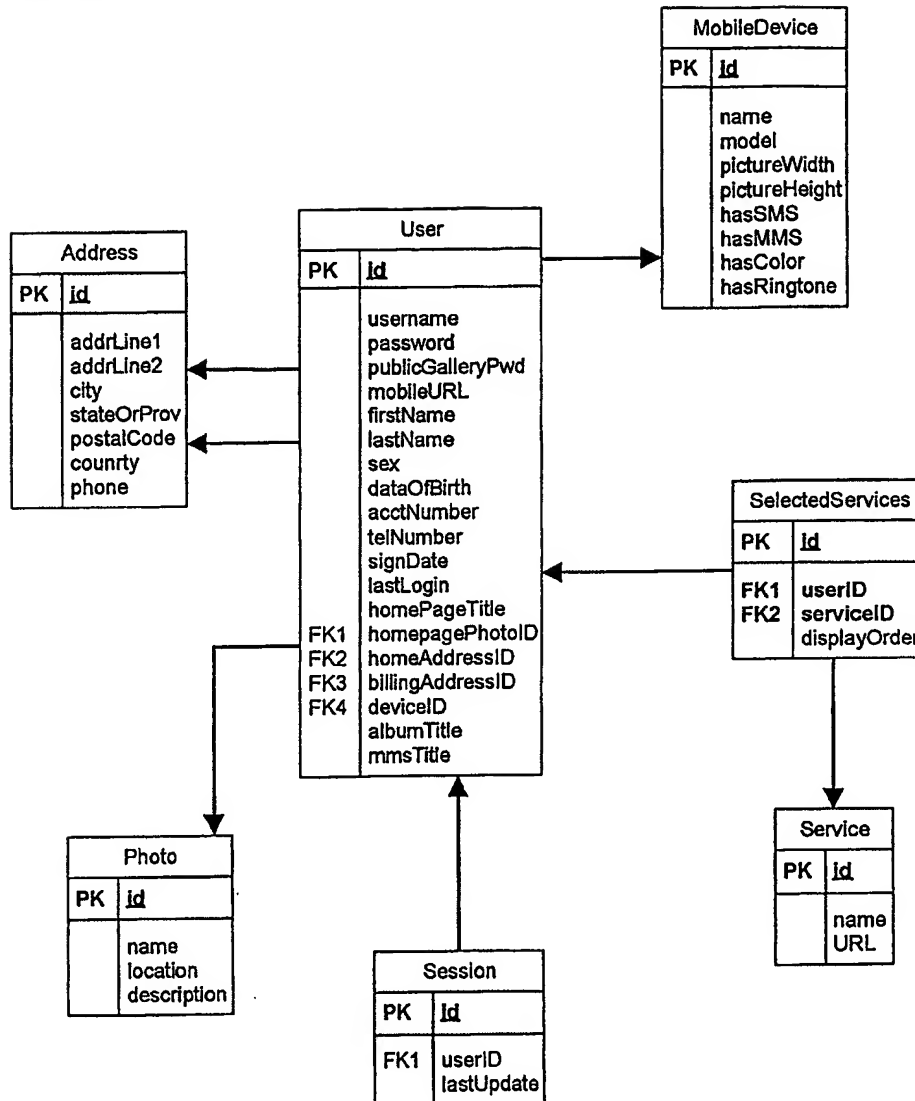


2. User connects via operator WAP Gateway (wireless) or via WWW



3. Mobile Operandi detects user's browser and dynamically generates user's personalized pages from MO databases

FIGURE 5



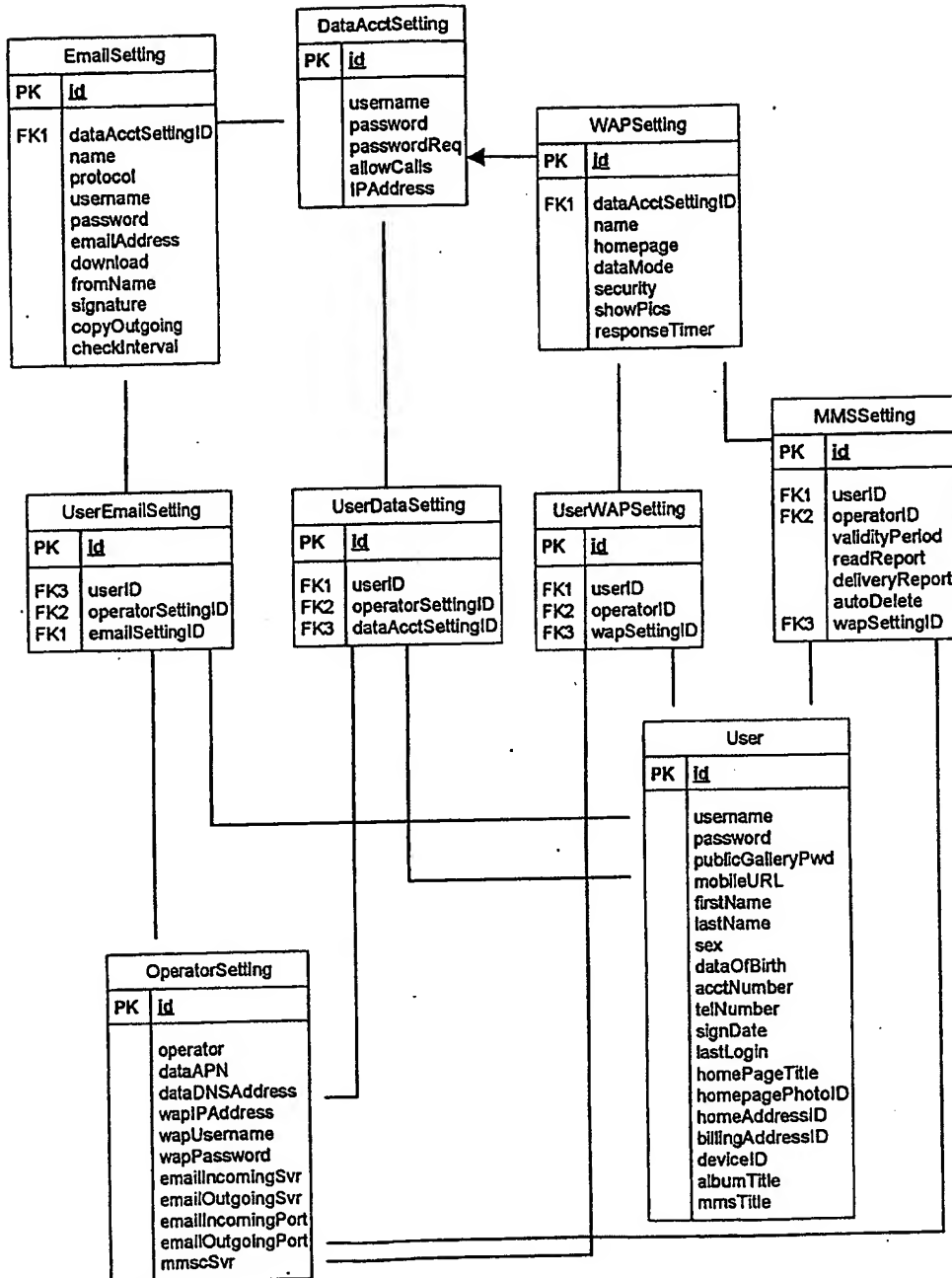


FIGURE 6

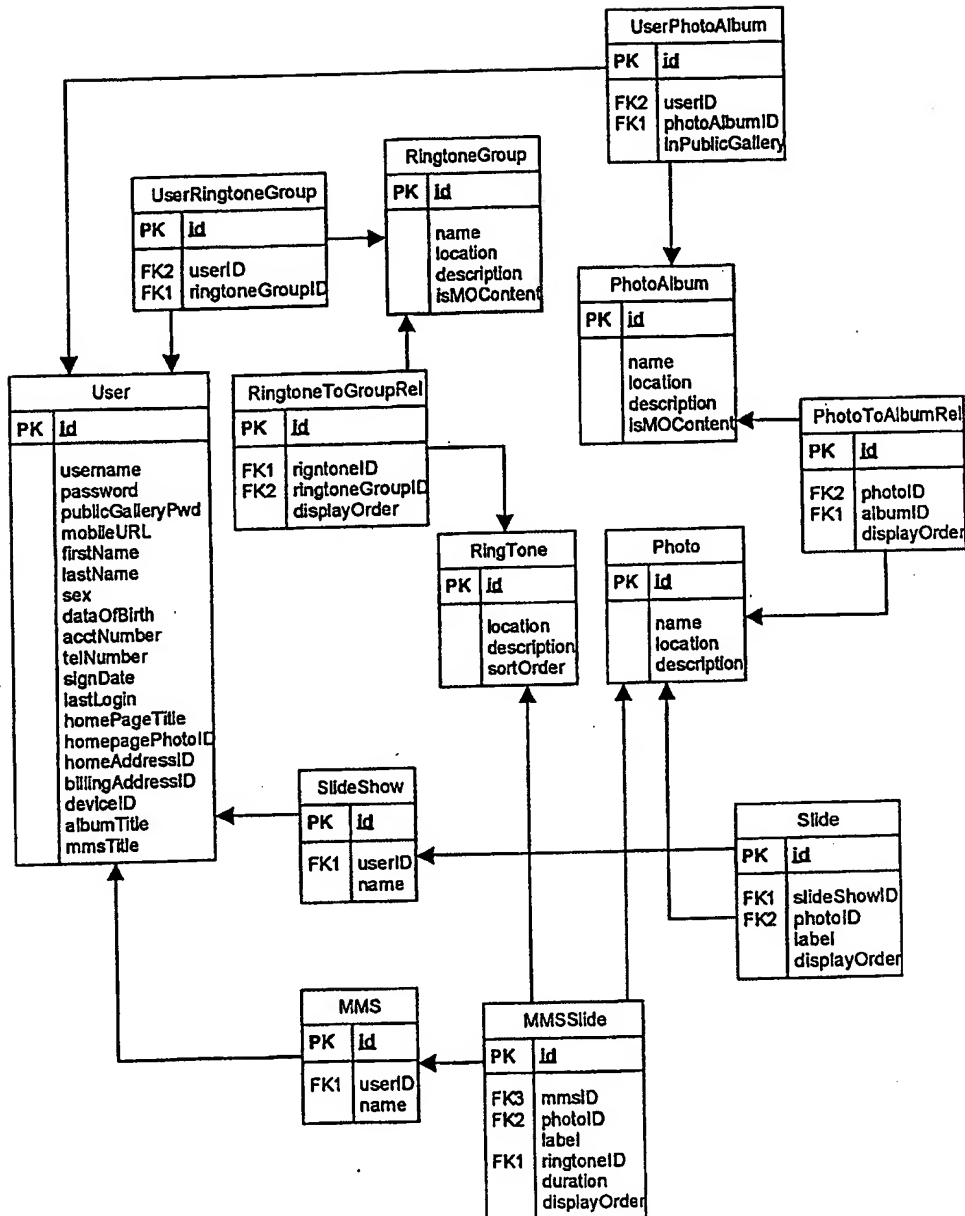


FIGURE 7

FIGURE 8

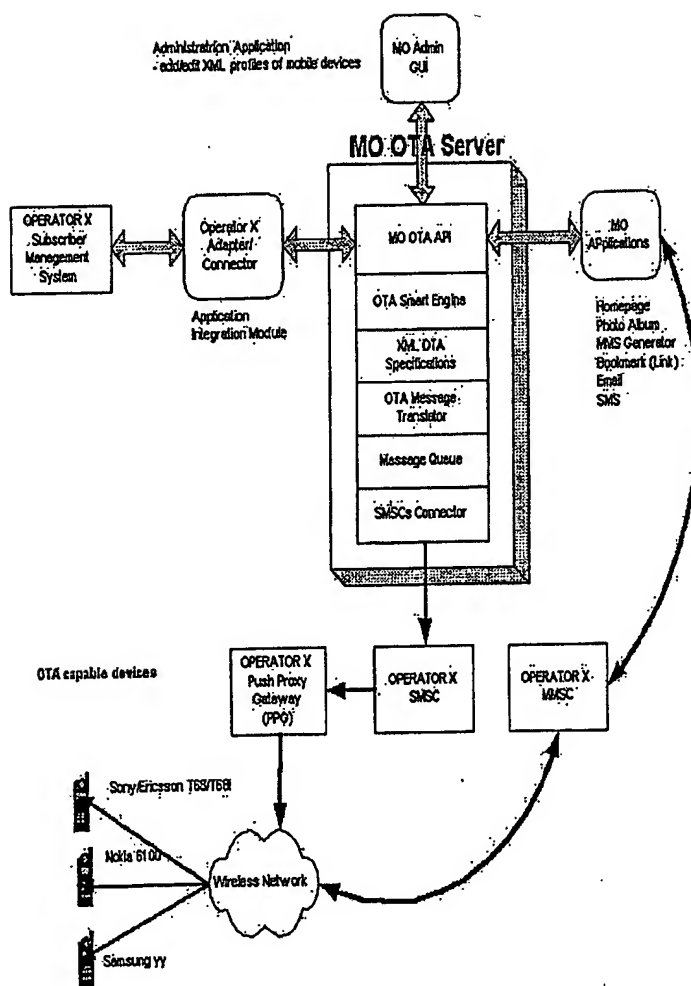


FIGURE 9

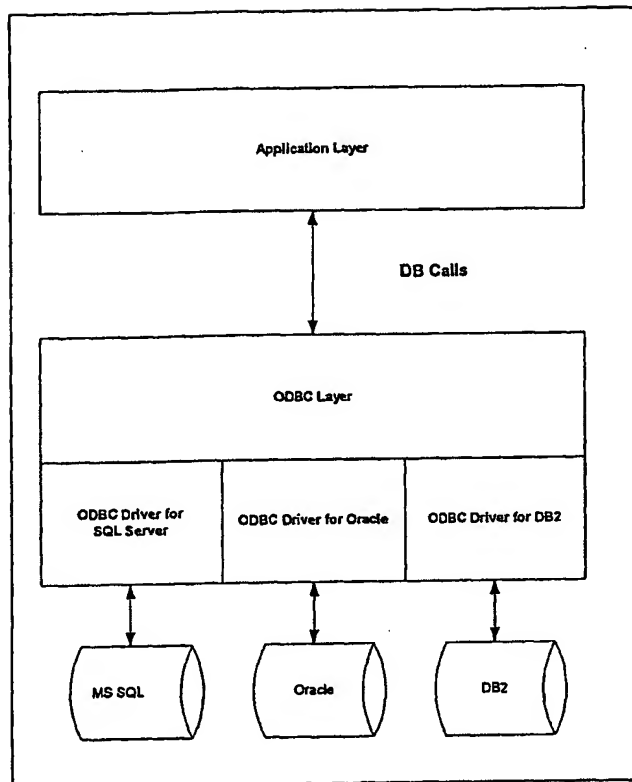


FIGURE 10

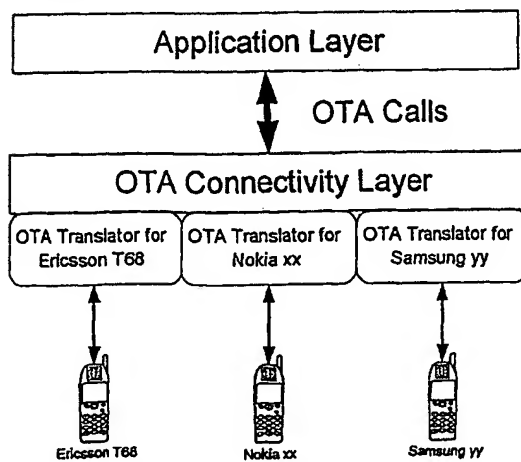


FIGURE 11

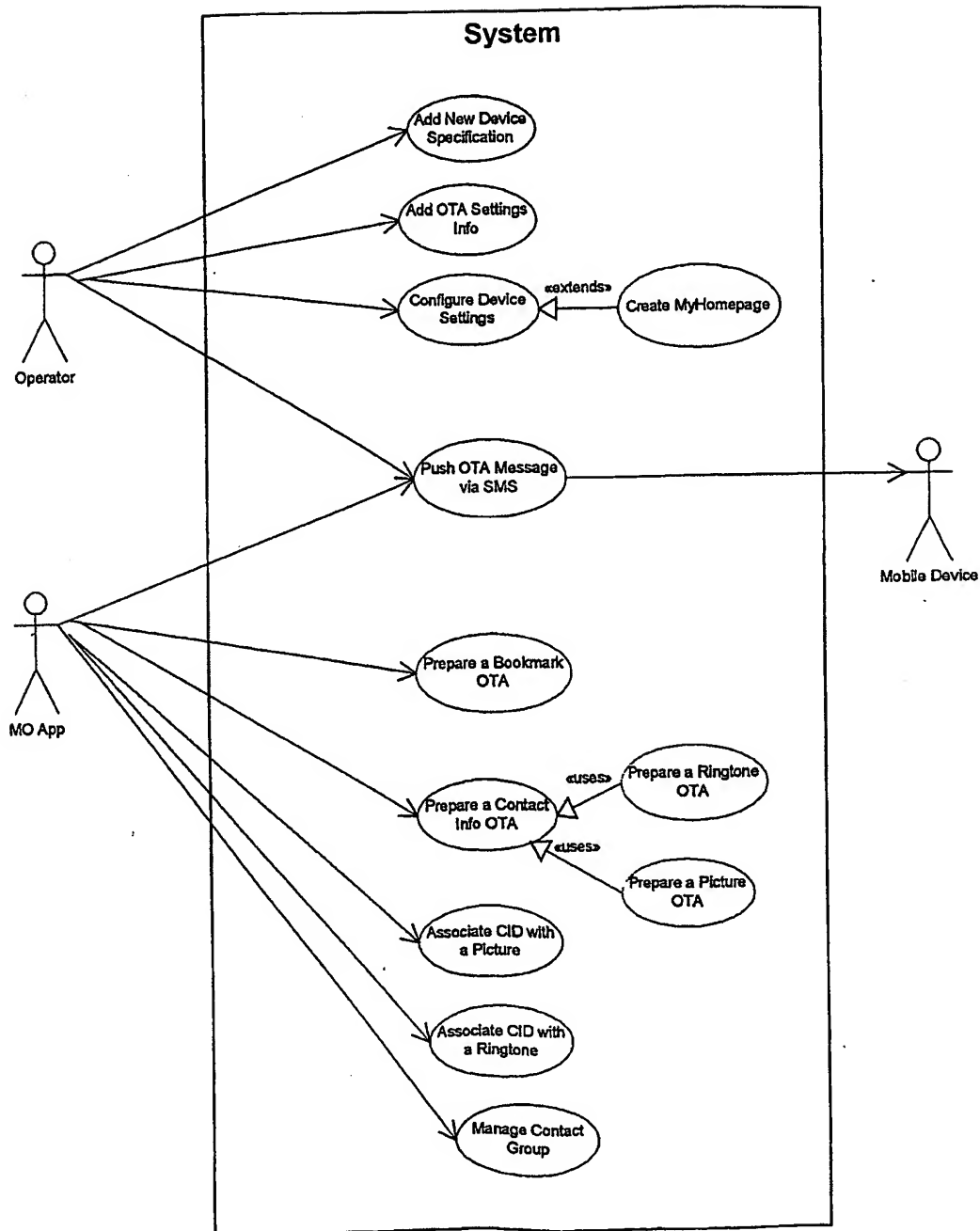
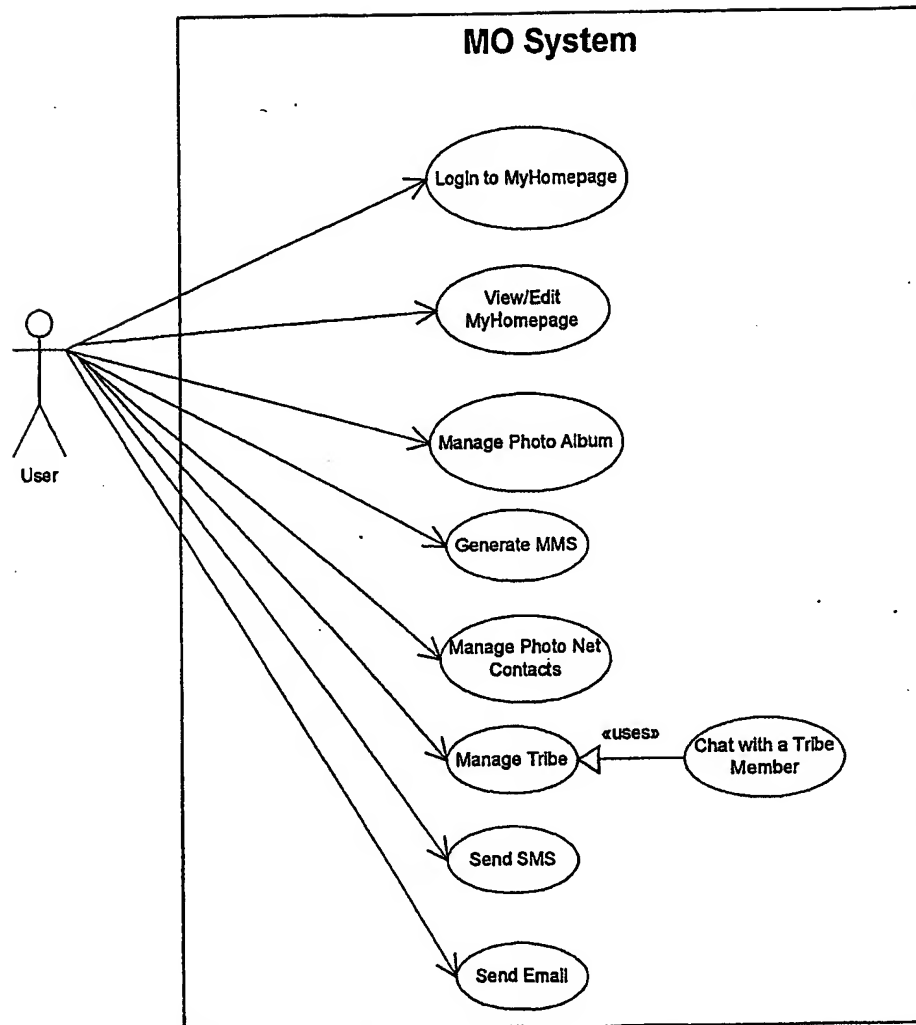


FIGURE 12



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